



INTERCOLLEGIATE
BROADCASTING
SYSTEM

706 SANDERS AVE., SCHENECTADY 2, N. Y.

OPERATIONS DEPARTMENT

February 2, 1954

Station Manager
WCSR
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 22, 1953 we wrote advising that we were temporarily listing WCSR on a special supplement to the IBS national advertising rate card, which is used by our representative.

We advised that since we have no day-to-day contact with your station we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSR deleted.

To date we have not heard from you with regard to this matter. We recognize that your reply could well have been delayed by the Christmas holidays. We hope that this reminder will prompt you to consider this matter now and that we will hear from you shortly.

Cordially,

David W. Borst
Operations Manager

DWB/jfb

INTERCOMBATE
5507/ASTING
SYSTEM

February 2, 1954

Station Manager
WGBH
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 12, 1953 we wrote advising that we were temporarily listing WGBH on a special supplement to the IRS national advertising card, which is used by our representative.

We advised that since we have no day-to-day contact with your station we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have this listing.

To assist us in having not heard from you with regard to this matter, we recognize that your reply could well have been delayed by the Christmas holidays. We hope that this reminder will prompt you to consider this matter now and that we will hear from you shortly.

Cordially,

David W. Reed
Operations Manager

DWR:jrp